

XD-54/12

TOWLE

STERLING



Laureate AUG. 5, 1968

WHY STERLING?

Sterling or solid silver is a precious metal that lasts forever. Centuries of women have presided proudly over tables set with sterling. There has never been — and is not today — any substitute for its presence on your table.

Sterling is unmistakable; it has a depth, a color, a patina that nothing can successfully imitate. It adjusts instantly to temperature changes. It does not give off substances which affect the taste of or stain foods. Sterling gives the impression of warmth and sensuous softness, which is more appropriate even than gold or platinum for the subtle elegance of fine tableware.

CHOOSING YOUR PATTERN

Selecting your sterling pattern is an exciting and important step in every girl's life. It's exciting because it means you'll be shopping, perhaps for the first time, for your very own home. It's important because starting your sterling service is a wise and thoughtful investment for the future. Remember, you can use your sterling every day — for the rest of your life — so it should be a pattern you truly love — one that best expresses your personality.

You will find pictured here a complete range of beautiful patterns to please every taste. Study them and choose the pattern that is perfect for you.

HOW TO BUY YOUR STERLING

Happily there is no need to be half a hostess when there is a Towle sterling service to fit every situation. Choose one of the ten sterling services featured inside that best fits your needs. Most stores have a Silver Club Plan or other time payment plans that allow you to take your silver home the same day and pay for it later. Today more and more brides are starting their married life with a Towle sterling service, thanks to the bride's parents. It's a wonderful old tradition for the bride's parents to give their daughter her sterling. There is no greater privilege for parents and nothing more deserving of a daughter's thanks.

For a lifetime of gracious entertaining, start with a set of sterling in the Towle pattern of your choice.

TOWLE SILVERSMITHS
NEWBURYPORT, MASSACHUSETTS

TOWLE SERVING PIECES

Priced the same in all patterns

Table Spoon—serves salads, vegetables, berries, fruits and desserts. \$24.50



Table Spoon, Pierced—for fruits and vegetables served in their juices. \$24.50



Gravy Ladle—serves sauces, gravies or dressings from either boat-shaped dishes or round bowls. \$26.50



Cold Meat Fork—serves cold meats, chops, and food served on toast, or a variety of platter salads. \$26.50



Tomato or Flat Server—can be used for tomatoes, cucumbers, eggs, asparagus on toast or for platter salads. \$30.00



Butter Knife—for use on the butter plate in informal dining and on the cheese tray; for serving certain jams. \$14.00



Sugar Spoon—for the sugar bowl and for small bowls of mayonnaise or sauce. \$14.50



Cream or Sauce Ladle—ladles gravy, stews, liquid dishes and dressings, along with cream sauces. \$15.50



Jelly Server—serves cream cheese, preserves, jam, relishes, jellies, and marmalades. \$13.75



Lemon Fork—serves lemon slices. \$9.00



Nut Spoon—for nuts, candies, and some canapes. \$12.50



Olive or Pickle Fork—in addition to serving olives and pickles, it doubles as a lemon fork and butter pick. \$10.75



Cheese Serving Knife—serves brick cheese, and cheese or similar spreads, and can be used for molded jellies. \$13.75



Pie or Cake Server—essential for cutting and serving pies and cakes, and for aspics and frozen desserts. \$22.00



THREE POPULAR PLACE SETTINGS



4-PIECE

Salad Fork, Place Fork, Place Knife, Teaspoon



5-PIECE

Salad Fork, Place Fork, Place Knife, Place Spoon, Teaspoon



6-PIECE

Spreader, Salad Fork, Place Fork, Place Knife, Place Spoon, Teaspoon

SERVICE FOR

	Patterns:	Group 1	Group 2	Group 3
4	4 4-Pc. Place Settings	\$198.00	\$204.00	\$230.00
	4 5-Pc. Place Settings	247.00	255.00	288.00
	4 6-Pc. Place Settings	283.00	293.00	334.00
6	6 4-Pc. Place Settings	297.00	306.00	345.00
	6 5-Pc. Place Settings	370.50	382.50	432.00
	6 6-Pc. Place Settings	424.50	439.50	501.00
8	8 4-Pc. Place Settings	396.00	408.00	460.00
	8 5-Pc. Place Settings	494.00	510.00	576.00
	8 6-Pc. Place Settings	566.00	586.00	668.00
12	12 6-Pc. Place Settings	849.00	879.00	1,002.00

PATTERN GROUPINGS:

Group 1: Candlelight, Chippendale, Craftsman, Fontana, French Provincial, Old Lace, Old Master, Rambler Rose, Sculptured Rose, Silver Flutes, Spanish Provincial.

Group 2: Contessina, Country Manor, Legato, Meadow Song, R.S.V.P.

Group 3: Charlemagne, Debussy, El Grandee, King Richard, Laureate

NOTE: The prices indicated herein are the retail prices maintained by Towle only in jurisdictions where fair trade is permitted by local law and do not necessarily represent the retail prices in other jurisdictions.

GROUPS

PLACE PIECES

	1	2	3
Teaspoon	\$ 9.00	\$10.00	\$11.50
Place Fork (<i>Luncheon</i>)	14.50	14.75	16.00
Place Knife (<i>Luncheon</i>)	14.00	14.00	15.75
Salad Fork (<i>Dessert & Fish</i>)	12.00	12.25	14.25
Place Spoon (<i>Dessert, Cereal, Soup</i>)†	12.25	12.75	14.50
Cream Soup Spoon	12.25 ⁽³⁾	12.75 ⁽²⁾	14.50 ⁽³⁾
Spreaders, Flat or Hollow Handle††	9.00	9.50	11.50

PLACE SETTINGS

With Place Knife and Fork

6-Pc. (<i>Teaspoon, Knife, Fork, Salad Fork, Place Spoon and Spreader</i>)	70.75	73.25	83.50
5-Pc. (<i>Above pieces without Spreader</i>)	61.75	63.75	72.00
4-Pc. (<i>Teaspoon, Knife, Fork, Salad Fork</i>)	49.50	51.00	57.50
3-Pc. (<i>Above pieces without Salad Fork</i>)	37.50	38.75	43.25

With Place Knife and Fork, Large

6-Pc. Same pieces as above	75.50 ⁽¹⁾	79.25 ⁽¹⁾	90.25
5-Pc. Same pieces as above	66.50 ⁽¹⁾	69.75 ⁽¹⁾	78.75
4-Pc. Same pieces as above	54.25 ⁽¹⁾	57.00 ⁽¹⁾	64.25
3-Pc. Same pieces as above	42.25 ⁽¹⁾	44.75 ⁽¹⁾	50.00

OTHER PLACE PIECES

Cocktail or Oyster Fork	8.25	8.50	10.00
Demitasse Spoon	6.50	6.75	7.25
Fish Fork	16.50	17.25	17.75
Fish Knife	13.50	14.25	14.75
Fruit or Melon Spoon	10.75	11.50	13.75
Ice Cream Fork	10.75 ⁽⁴⁾	11.50 ⁽⁴⁾	13.75 ⁽⁴⁾
Iced Beverage Spoon	10.75	11.50	13.75
Place Fork, Large (<i>Dinner</i>)	18.00 ⁽¹⁾	19.00 ⁽¹⁾	21.25

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* R.S.V.P. Engraved — add \$1.50 per piece to above prices for engraved three-letter monogram. (Add \$3.00 to price of Roast Sets, Steak Sets and Salad servers.)

† Place Spoon will be sent unless otherwise designated.

GROUPS

	1	2	3
Place Knife, Large (<i>Dinner</i>)	15.25 ⁽¹⁾	15.75 ⁽¹⁾	17.25
Steak Knife, Individual	14.25	14.75	15.25
Teaspoon, Small	8.50	8.50	10.50

SERVING PIECES

Bon Bon or Nut Spoon	\$12.50	\$12.50	\$12.50
Butter Serving Knife, H.H.	14.00	14.00	14.00
Cake Breaker	21.50	21.50	21.50
Cheese Serving Knife	13.75	13.75	13.75
Cold Meat or Buffet Fork	26.50	26.50	26.50
Cream or Sauce Ladle	15.50	15.50	15.50
Gravy Ladle	26.50	26.50	26.50
Jelly Server	13.75	13.75	13.75
Lemon Fork	9.00	9.00	9.00
Letter Opener	12.50	12.50	12.50
Olive or Pickle Fork	10.75	10.75	10.75
Pie or Cake Serving Knife	22.00	22.00	22.00
Salad Bowl Servers, Plastic	27.50	27.50	27.50
Sugar Spoon	14.50	14.50	14.50
Sugar Tongs	16.00 ⁽⁴⁾	16.00 ⁽⁴⁾	16.00 ⁽⁴⁾
Table Spoon	24.50	24.50	24.50
Table Spoon, Pierced	24.50	24.50	24.50
Tomato or Flat Server	30.00	30.00	30.00
Wedding Cake Knife, H.H.	—	—	37.50 ⁽²⁾

CARVING SETS

Roast Carving Set, K & F	65.00	65.00	65.00
Roast Carving Steel	—	—	32.50 ⁽²⁾
Steak Set, K & F	37.50	37.50	37.50
Slicer	35.00	35.00	35.00

CHILDREN'S SILVER

Baby Fork	7.00	7.00	7.50
Baby Spoon	7.00	7.00	7.50
Child's Fork	12.00	12.00	13.50
Child's Knife	9.00	9.50	11.50
Child's Spoon (<i>Teaspoon, Small</i>)	8.50	8.50	10.50
Infant Feeding Spoon	8.00	8.00	8.50

†† Hollow Handle will be sent unless otherwise designated. Flat handle not available in Charlemagne, Contessina, Country Manor, Debussy, El Grandee, Fontana, King Richard, Laureate, Legato, Meadow Song, R.S.V.P., Sculptured Rose, Spanish Provincial.

(1) Not in Sculptured Rose, R.S.V.P.

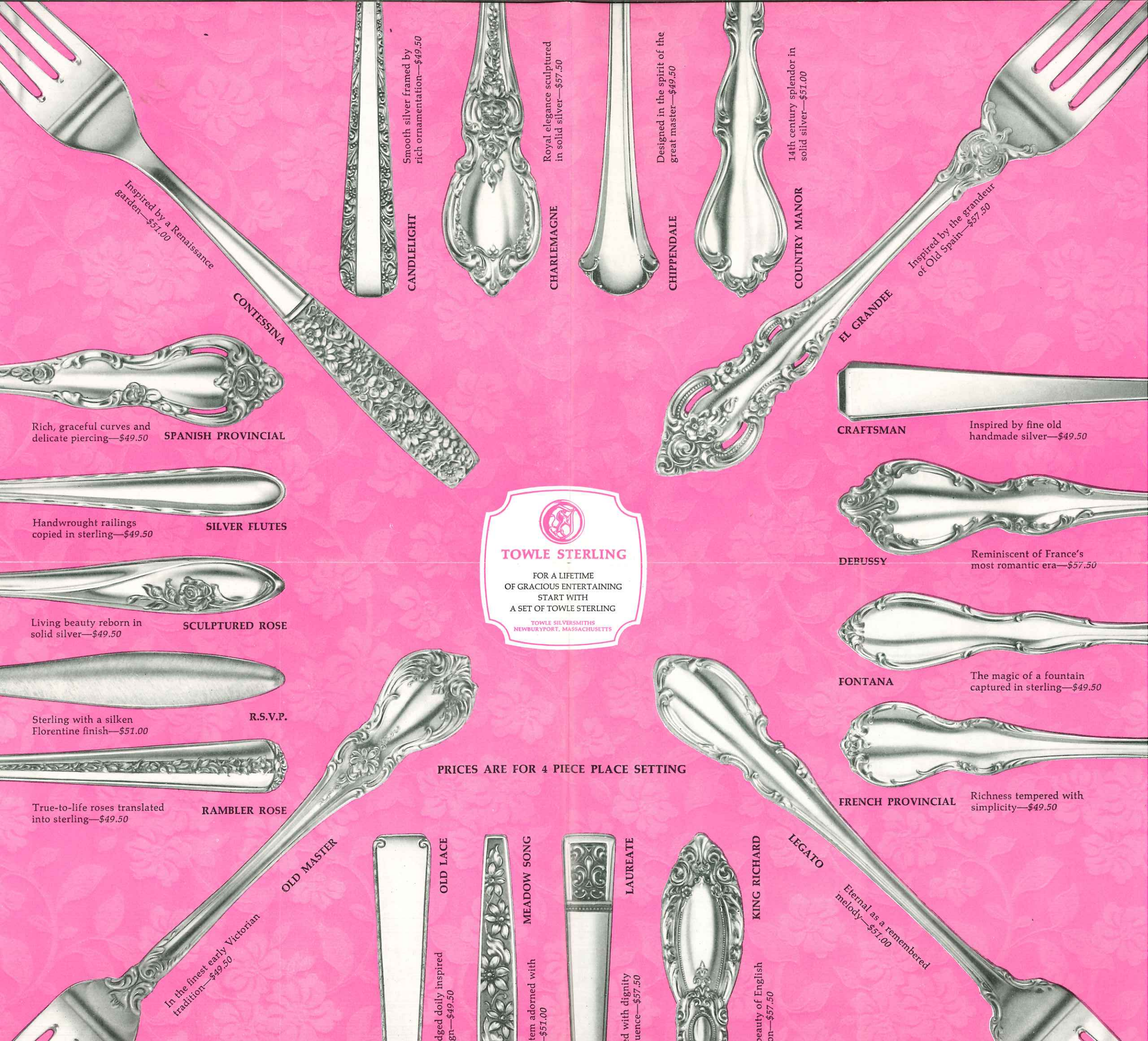
(2) Debussy only.

(3) Not in Charlemagne, Contessina, Country Manor, Debussy, El Grandee, Fontana, Laureate, Legato, Meadow Song, R.S.V.P., Sculptured Rose, Spanish Provincial.

(4) Not in Charlemagne, Contessina, Country Manor, El Grandee, Laureate, Legato, Meadow Song, R.S.V.P., Sculptured Rose, Spanish Provincial.

Prices prevailing date of shipment — Effective August 5, 1968





Inspired by a Renaissance garden—\$51.00

CONTESSINA



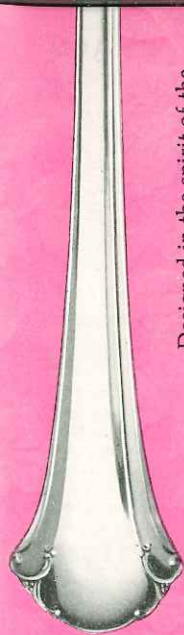
CANDLELIGHT

Smooth silver framed by rich ornamentation—\$49.50



CHARLEMAGNE

Royal elegance sculptured in solid silver—\$57.50



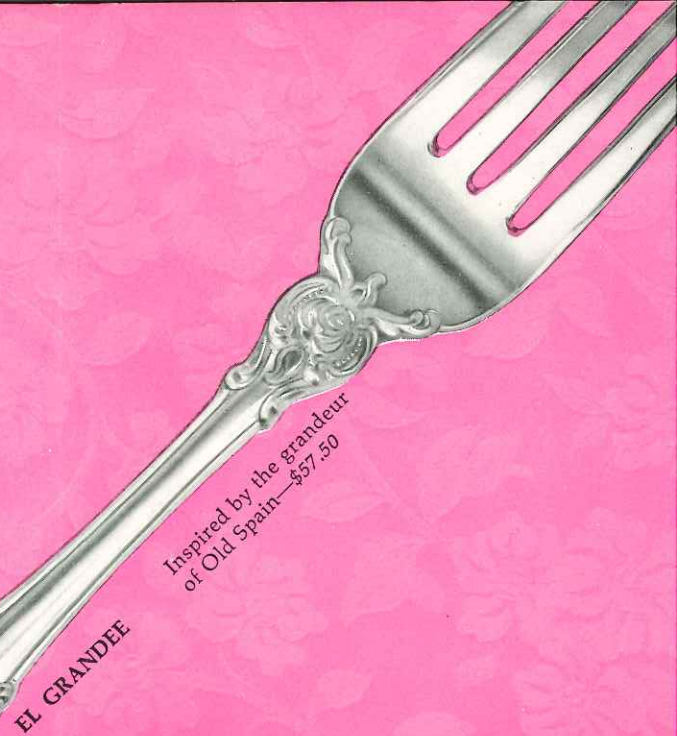
CHIPPENDALE

Designed in the spirit of the great master—\$49.50



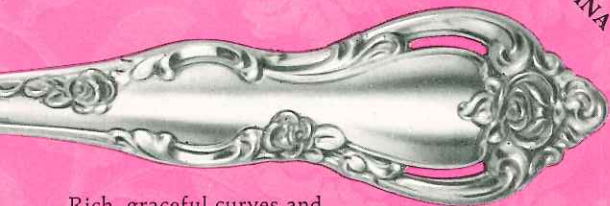
COUNTRY MANOR

14th century splendor in solid silver—\$51.00



EL GRANDEE

Inspired by the grandeur of Old Spain—\$57.50



SPANISH PROVINCIAL

Rich, graceful curves and delicate piercing—\$49.50



SILVER FLUTES

Handwrought railings copied in sterling—\$49.50



SCULPTURED ROSE

Living beauty reborn in solid silver—\$49.50



R.S.V.P.

Sterling with a silken Florentine finish—\$51.00



RAMBLER ROSE

True-to-life roses translated into sterling—\$49.50



OLD MASTER

In the finest early Victorian tradition—\$49.50



OLD LACE

Designed doily inspired—\$49.50



MEADOW SONG

Item adorned with—\$51.00



LAUREATE

Adorned with dignity—\$57.50



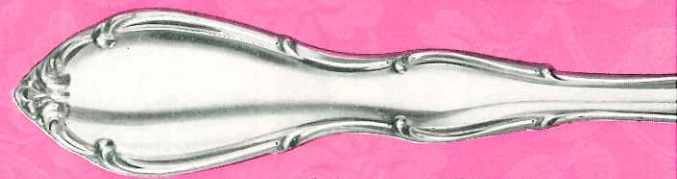
KING RICHARD

Beauty of English—\$57.50



LEGATO

Eternal as a remembered melody—\$51.00



FONTANA

The magic of a fountain captured in sterling—\$49.50



DERUSSY

Reminiscent of France's most romantic era—\$57.50



CRAFTSMAN

Inspired by fine old handmade silver—\$49.50


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KING RICHARD

A regal beauty of English inspiration—\$57.50

LAUREATE

Decorated with dignity and eloquence—\$57.50

MEADOW SONG

A slim stem adorned with flowers—\$51.00

OLD LACE

A lace-edged doily inspired this design—\$49.50

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TOWLE SILVERSMITHS NEWBURYPORT, MASSACHUSETTS

PRICES ARE FOR 4 PIECE PLACE SETTING



THE HECHT CO.

DOWNTOWN • SILVER SPRING • PARKINGTON
PRINCE GEORGE'S PLAZA • MARLOW HEIGHTS